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12 James R. Glidewell Dental Ceramics, Inc.  
13 d/b/a Glidewell Laboratories

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UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA  
SOUTHERN DIVISION

JAMES R. GLIDEWELL DENTAL  
CERAMICS, INC.,

Plaintiff,

vs.

KEATING DENTAL ARTS, INC.,

Defendant.

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AND RELATED  
COUNTERCLAIMS.

Case No. SACV11-01309-DOC(ANx)

**DECLARATION OF SCOTT  
BIGLER IN SUPPORT OF JAMES R.  
GLIDEWELL DENTAL CERAMICS,  
INC.'S REPLIES IN SUPPORT OF  
ITS MOTIONS FOR SUMMARY  
JUDGMENT**

Hearing

Date: December 17, 2012  
Time: 8:30 a.m.  
Ctrm: 9D, Hon. David O. Carter

Pre-Trial Conf.: January 28, 2013  
Jury Trial: February 26, 2013

I, Scott Bigler, declare as follows:

1. I am the President of Bigler Dental Ceramics ("Bigler") and have held this position for 20 years. Unless otherwise stated, I have personal and firsthand knowledge of the facts set forth in this declaration, and I could and would testify competently to such facts if called as a witness.

6        2. I understand that Keating Dental Arts, Inc. contends that Bigler's  
7 website refers to "BruxZir" as a generic term for a type of crown. This is incorrect.  
8 The description of BruxZir Solid Zirconia crowns refers to a specific brand of  
9 crown, i.e., BruxZir brand full contour zirconia crowns. This is further  
10 demonstrated by the graphic in our company website that depicts High-Strength  
11 Crown Options. There, the ® symbol is appended to "BruxZir." As I understand  
12 the term, "BruxZir" does not refer to a type of crown, but rather to a particular  
13 brand of full contour zirconia crown available only from Glidewell and other dental  
14 laboratories authorized by Glidewell to offer genuine BruxZir brand product.

15 I declare under the penalty of perjury under the laws of the United States of  
16 America that the foregoing is true and correct, and that this declaration was  
17 executed on November 30, 2012, at Tustin, California.

Scott Bigler C.R.T.  
Scott Bigler

1 ***Glidewell Laboratories v. Keating Dental Arts, Inc.***  
2 United States District Court, Central, Case No. SACV11-01309-DOC (ANx)

3 **CERTIFICATE OF SERVICE**

4 I hereby certify that on December 3, 2012, I electronically filed the document  
5 described as **DECLARATION OF SCOTT BIGLER IN SUPPORT OF JAMES**  
6 **R. GLIDEWELL DENTAL CERAMICS, INC.'S MOTIONS FOR**  
7 **SUMMARY JUDGMENT** with the Clerk of the Court using the CM/ECF System  
8 which will send notification of such filing to the following:

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10 Jeffrey L. Van Hoosear  
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23 Dated: December 3, 2012

24 SNELL & WILMER L.L.P.

25 By: *s/Philip J. Graves*  
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